



102 Roadrunner Drive
Sedona, Arizona 86336
www.SedonaAZ.gov

AGENDA

CITY OF SEDONA CITIZENS STEERING COMMITTEE FOR SEDONA COMMUNITY PLAN UPDATE

Notice is hereby given that the **City of Sedona Citizens Steering Committee for the Sedona Community Plan Update** will meet on **Tuesday, February 21, 2012 at 3:00 p.m.** in the **Community Plan Room** (Imagine Sedona – 2020 and Beyond) located at the Vista del Norte Building, 1725 W. Hwy. 89A, Suite D (at Northview Road), Sedona, Arizona. NOTE: Times noted on the agenda are approximations only and may vary.

The Order of Business shall be as follows:

1. Verification of Notice, Call to Order, and Roll Call.
Members of the Citizens Steering Committee will attend either in person or by telephone, video or internet conferencing.
2. Announcements from staff and committee.
3. Public forum for items not listed on the agenda – limit of three minutes per person. (Note that the Citizens Steering Committee may not discuss or make decisions on any matter brought forward by a member of the public).
(10 minutes for items 1-3)
4. Discussion/possible action on the planning process; public comments, plan alternative concepts, public outreach and the Community Plan Room.
(1 hour & 25 minutes 3:10 – 4:35 p.m.)
 - a. School Outreach **(5 minutes)**
 - b. Coordination with Parks and Recreation Master Plan **(5 minutes)**
 - c. Community Plan Room **(30 minutes)**
 - d. Development of Plan Alternatives and Planning Team **(45 minutes)**
5. Discussion/possible action regarding future Arts and Culture Workshop.
(20 minutes 4:35 – 4:55 p.m.)
6. Discussion regarding future meeting dates and future agenda items.
(5 minutes 4:55 – 5:00 p.m.)

Tuesday, March 6, 2012 – 3:00 p.m.
Tuesday, March 20, 2012 – 3:00 p.m.
At the “Community Plan Room”

8. Adjournment.

Please note that the purpose of the Citizens Steering Committee is to work collaboratively with the community, Planning and Zoning Commission, City Council, staff and others to oversee the formulation of the updated Draft Sedona Community Plan. The Draft Plan will ultimately be considered by the Planning and Zoning Commission and City Council and voted on by Sedona's citizens.



John O'Brien, Director
Department of Community Development

Posted Date: _____ Time: _____ By: _____

NOTE: This is to notify the public that members of the City Council and other City Commissions and Committees may attend the Citizens Steering Committee meeting. While this is not an official City Council or Commission meeting, because of the potential that a quorum of members may be present at one time, public notice is therefore given for this meeting and/or event.



Department of Community Development Long Range Planning

102 Roadrunner Drive
Sedona, AZ 86336
(928) 282-1154

Memorandum

TO: Citizens Steering Committee for Community Plan update

FROM: Michael Raber, Senior Planner
Department of Community Development

MEETING DATE: February 21, 2012

SUBJECT: February 21, 2012 Steering Committee agenda.

Attached is the agenda for our meeting on February 21, 2012 at 3:00 p.m. in the Community Plan Room in the Vista Del Norte building. Also attached are the following:

- Comments from the February 9 forum for non-profit organizations.
- Comments from the February 10 meeting with Tlaquepaque merchants.
- Graphic depicting the relationship between the work of the Planning Teams and the public comments (Agenda Item #4d.).
- Summary of the Sedona Forum on Cultural Values (Agenda item #5).
- Questions for the future Arts and Culture Workshop – submitted by Steering Committee members (Agenda Item #5).

For agenda item #4c. (Community Plan Room), discussion should focus on special events, including:

- Ranking of public comments in March.
- Interim review of Planning Teams' work
- Final review of Planning Teams' work
- Steering Committee member hosted events

We will also discuss changes in regular hours and posting of Planning Teams' schedules.

For agenda item #4d. (Development of Plan Alternatives), discussion should focus on:

- Alignment of comments and the work of the Planning Teams.
- Scope of Planning Teams work, process for developing Plan alternatives and level of detail.
- Timeframes for meeting with property owners.

Summary of Comments

Feb. 9, 2012 Meeting with Executive Directors and Board Presidents of Non-Profit and Community Based Organizations

- There are too many goals in the current Plan. We need to articulate do-able and prioritized goals (30-40 ideas)
- Sedona Performing Arts Center at SRRHS: How can we best share this facility and maximize its usage
- Bring world-class cycling events to Sedona by making SR89A safer. Sales tax revenue will go up.
- Address the infrastructure needs to enable new and existing events to flourish (e.g. traffic, parking)
- These organizations have limited resources for promotion. There are restrictions on access to information. QR codes would be an effective tool.
- We have invisible populations in Sedona who have experience domestic violence, hunger and issues related to old age. Need to build awareness and address their needs. 1:2 in Arizona are working poor; 1:5 need food assistance.
- There has been a past attitude of "hiding" the needs of these groups and perhaps others simply don't want to know.
- Our former Plan visions did not provide for affordable housing, infrastructure, and keeping youth in Sedona.
- The current Plan is not connected through the elements so the elements and chapters should be linked going forward.
- The "Growing Smarter" legislation encouraged regionalism; this is reflected in the current Plan.
- Council needs to be guided on the inter-dependencies of our regional economy.
- Sedona can be a place where we "age in place" and thus do not have to move elsewhere
- Nearby Rimrock has established a strong model of sharing facilities and eliminating redundancy (e.g. library, food bank freezers are in the school)
- Partnerships are essential to meet our human needs; the City can't do it all.
- Figure out what the city can do (infrastructure) and the NPO's and the citizens will do the rest (for example, a festival site at the wastewater treatment site).
- Do we need experts for this update? Concerns that we "reality check" the details with staff and other experts.
- Should we continue to place all of our focus on tourism? If yes, Council needs to provide more funding.
- Alternatively, need to focus more on environment.
- How do we get to implementation? By establishing a "creative process" using stakeholders.
- Today, "food" is the theme for community connection. City needs to support local food production. In turn, the restaurants will use local foods.

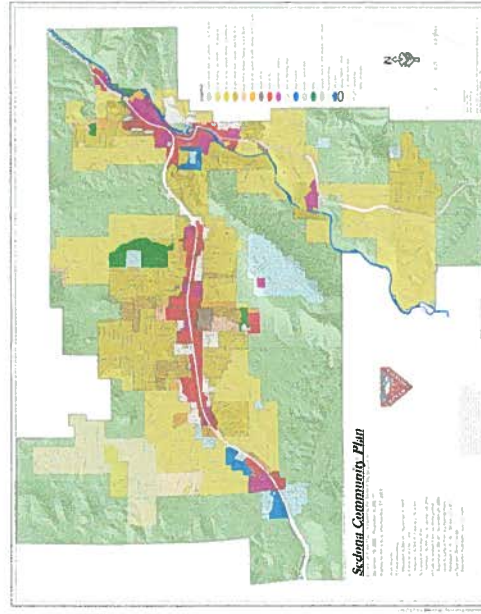
- We want small community gardens, recycling and to galvanize around SR89A to get improvements in place.
- Ask the Council to do only what "we" can't. Non-profits exist to offset what City can't do.
- City needs to help make the Sedona Performing Arts Center work for all performing organizations.
- Consider how much need has been expressed vs. ideas.
- The Farmers Market concept promotes the national "local food movement"; it is a self-generating organism, and we need to work together to support it.
- More funding should go to the Chamber for greater promotion (60% hotel occupancy rate).
- Does this council want to look at existing regulations to see if they really serve the community?

Summary of Comments

Feb. 10, 2012 Meeting with Tlaquepaque Merchants in Community Room above Renés

- Maintain and strengthen the arts community
- Need to properly advertise (promote better) as art destination
- Seems to be confusion about what fuels our economy – arts and retail.
- Visitor profile has changed—spending less per purchase & less quality
- There is a more regionally-based employee pool
- Concern about under-funding promotion of quality visitor
- There are negative experiences uptown with timeshare “onslaught” and it gets reported and keeps people away.
- The global economy affects who is traveling
- Timeshare folks come to Tlaquepaque to sight-see, not necessarily to buy.
- We need to focus on higher quality/exclusivity
- How does a diverse economy or a green market affect visitor spending?
- If we aim for the “top 10%” visitor (quality vs. quantity), Sedona will keep its small town feel.
- Storm-water improvements should be the highest priority
- Need signage in uptown to get visitors to municipal lot for parking; public transportation from the lot to uptown recommended & from West Sedona.
- Why hasn’t metered parking been implemented?
- Some city revenue should go directly into arts community promotion; local artists are the jewels; arts community should be seen as a resource
- The next Plan should promote quality arts in Sedona and Sedona as a quality destination. We are unique; our artists are local; and you can talk to the artists as part of the visitor experience.
- The grant to the Chamber is not nearly enough to promote arts in Sedona.
- Concern about the sales tax
- Art is for everyone—should not be all high-end. Visitors do go to west Sedona, not Tlaquepaque due to their perception of it being too expensive.
- We no longer see limos bringing visitors/shoppers to Tlaquepaque
- Make the police traffic control uptown effective to help alleviate traffic back-ups in Oak Creek Canyon
- Need a 4-star resort in the city and “night life”.
- The caliber of the guest visitor has changed; SR179 construction had an effect; however, just look at the \$\$ that came to Phoenix for the Barrett-Jackson car show/sale.
- Lodging lowered its room rates to increase occupancy.

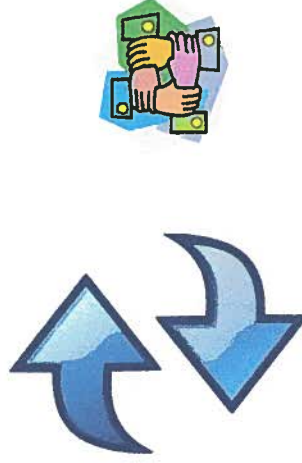
- We believe that we are perceived as a very friendly community and that brings guests back (who may also become residents).
- There is a sense of no follow-through on the timeshare “hawking”; where is the draft ordinance that strengthened the timeshare/OPC regulations?
- The signage on timeshare operations as “Visitor Center” is misleading
- Promote the “jewels”: dark skies; art community; and our ranking as 6th in the nation
- Identify what’s extraordinary about us & then promote it



A map of Sedona's land and what happens on it

The New Plan

- The **conjunctions** **and** **but**
- The **conjunctions** **for** **the** **reason** **was** **used** **while** **the** **preposition** **was** **missing**
- The **preposition** **was** **temporarily** **omitted** **in** **the** **last** **half** **of** **the** **report** **in** **a** **few** **instances**
- If** **you** **don't** **allow** **to** **call** **any** **people** **about** **your** **company's** **newest** **products**
- A** **great** **number** **of** **customers** **is** **expected** **to** **be** **present** **at** **the** **event** **on** **Friday** **morning** **when** **the** **company** **will** **be** **holding** **its** **annual** **meeting**
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In March 1990, more than 100 participating Sedonans gathered in a three-day conference at the Grand Canyon to analyze the opportunities and problems involved with this complex subject. Before they met, they studied two comprehensive background documents, both prepared specifically for this Sedona Forum, and which are still available:

- (a) A 96-page research report prepared by the Morrison Institute of ASU, and
- (b) An Economic Impact Study on the Arts prepared by NAU.

More fodder for the participants came during the Forum from speakers expert in the topic, and from more materials presented there. After intensive breakout sessions, the whole group combined their findings in a Final Report. While some of these findings were not unanimous, they represent a good majority of the participants, and consensus on the report was achieved. Following is a distillation of those findings. Readers may recognize that some of these recommendations have been achieved, a few no longer pertain, but a significant share is still waiting.

Final Report of Sedona Forum VI Sponsored by the Sedona Academy

I. Cultural animation: The role that culture plays in the community.

Culture is the essence of civilization, a total of everything we are, and creates a uniquely expressed community or ethnic group. Culture is the product of human reason and instinct passed from generation to generation, which inspires, stimulates and sets the tone for the way we live.

Because of Sedona's environment, visitors and abundance of activities, we experience culture continuously. It attracts creative people and stimulates creativity. There is also the potential for this creativity to come in conflict with the natural environment. However, it also challenges artists, landscapers and architects to design in harmony with nature.

Another element of culture is the diversity of our people and the experiences they bring. There is a willingness of individuals to act selflessly, as evidenced by a high degree of volunteerism and activism. Native American and pioneer history, small-town atmosphere and spiritual pursuits impact life in Sedona.

Visitors in particular place a strain on our infrastructure, impacting the environment and weakening a sense of community identity. They benefit our local economy and provide a large menu of amenities that a town of this size could not typically support including art galleries, performances and restaurants. Sedona's small town atmosphere provides opportunities for people to experience things for the first time.

Retirees and older people are an important force in Sedona's cultural development. Not only do they have the leisure time to be participants or consumers of cultural programs, they also form the majority of Sedona's volunteer pool. This and other population segments create a demand for certain kinds of recreational facilities and programs.

Growth brings in new residents who seek culture and cultural awareness similar to their former hometowns. These newcomers increase the diversity and quality of cultural activities, and impact Sedona's existing cultural programs.

There may be a significant part of the population that chooses not to participate in cultural activities.

Visitor dollars stimulate artists and cultural activities. Without visitors, many of our cultural amenities would not be economically feasible and not available to residents.

It was felt that some in Sedona were responding to what the visitors want, compromising their own standards in some cases. There was concern that Sedona focuses too much on the needs of day visitors, rather than long-term visitors who have higher expectations and more purchasing power.

Diversity provides a broader exposure and opportunities to participate in cultural activities. Cultural diversity encourages participation by our community. Although focusing on a single cultural aspect could help the community achieve a specific goal, such as creating appropriate cultural facilities, the consensus was still that diversity should be the focus. Periodic programs with a specific theme might satisfy both the desire for diversification and focus on a single event. Therefore, the focus should be on Sedona as a quality cultural center with a diversity of cultural programming.

II. How the arts can be used to enhance the look and vitality of our community

Sedona should draw inspiration from several existing architectural styles. To allow for diversity and avoid shallow imitation we should develop a palette of materials, colors and graphic guidelines which would show varied ways of using these materials. The primary criterion should be that the style harmonizes with its surroundings, responds to environmental factors, and presents an overall sensitivity to the environment. This could be accomplished, for example, by utilizing indigenous building materials, incorporating native vegetation in landscaping and preserving red rock vistas.

All panels felt that the public sector should take a prominent role in facilitating appropriate architecture. City and county government needs to be proactive by following the guidelines in public buildings, and by identifying model projects as well as developing regulations.

The city Arts and Culture Commission, primarily through its Arts in Public Places Program, can play a key role in enhancing the look and vitality of our community. The private sector and business community have a duty to participate in this public process. For example, architects, developers and appropriate government entities could meet regularly to exchange and share ideas with each other and the public about appropriate architecture.

Within the non-profit sector, community organizations (e.g. homeowners associations, Keep Sedona Beautiful) can establish programs to recognize and reward businesses and individual developments that make outstanding contributions to the look

of our community through building and landscape architecture. Other groups can develop educational programs on indigenous plants, animals and materials.

Use of public spaces can greatly enhance the quality of life. The panels were divided as to whether the development of public spaces should be solely a City function or whether the City should provide incentives to the private sector to develop public use spaces. Public spaces could include the development of creekside and Uptown pedestrian pathways, public roadways, rest stops, parks, benches and other places to hesitate in addition to settings for public art displays. Development of public spaces requires the collaboration of artists on design teams and the public and non-profit sectors whenever a project, building or development is planned.

Creative ways in which the talents of local visual artists can be incorporated in the everyday community life includes fountains, benches, waste containers, and various forms of signage including historical markers. Design competitions could further involve the community.

Public spaces can be used to showcase the talents of local performing artists. These public spaces should be located in visitor areas as well as areas used by residents.

Gateway monuments could be established at the three entrances to Sedona, using the talents of local artists to convey a sense of our identity and vision. Visitor information centers might be located in conjunction with these, which could provide information on cultural events throughout the community.

Beautification of the area adjacent to Oak Creek could provide additional pedestrian access for visitors as well as local use. Sculpture and artist-designed benches could further enhance the experience of the creek area. Artistically designed median strips with appropriate landscaping could be used to beautify highways.

A certain percentage of land area should be designated for public use in new residential and commercial developments.

Cultural programs and special events could be implemented to provide opportunities for local performing visual and literary artists. Competitions and contests could provide local artists with an arena to display their talent. Special community events like the Apple Festival, Earth Day, street theater and other fairs could also be held. All local media could become more actively involved to provide a forum for artists.

Sculpture and gallery walks, open studio nights by working artists, poster contests and a variety of public spaces to show visual art also offer opportunities for artists.

Businesses benefit from special events which attract longer term visitors as well as locals. Special events in the off-season could be especially helpful in diversifying our economic base. One way to accomplish this is to forge links between the hospitality industry and local artists in planning and carrying out the events.

Sedona has no identifiable center, or heart of town where there is a place in which to focus our community pride. Also noted was that community projects can be an effective method in developing community pride and identity.

To encourage cross-generational participation, an apprenticeship or mentor program could pair youth with adults. A symposium could exchange ideas. A community orchestra and choir could provide multi-generational performance opportunities. A Sedona high school with a community performing arts facility would foster more local events for all ages.

A Historic Preservation Ordinance with incentives and designated preservation districts, along with a local historical museum would heighten awareness of our historic resources. Related activities would be educational historical programs, improved historic markers, tours and walk and a Founders' Day.

The public, private, non-profit and educational sectors all play important roles in encouraging and sustaining cultural vitality. The need for a cultural facility was identified as the foremost issue. The business community can foster cultural vitality by providing display and exhibit areas in their facilities and by encouraging the presence of art in all its forms to help create an image of Sedona as a cultural center. A local cable TV channel, radio stations and newspapers could promote cultural and civic events.

While the city maintains an artist registry the Chamber of Commerce, Library and Sedona Arts Center should maintain biographies of local artists and directories of galleries. They might also establish an information base of art, historic and cultural resources and events for use by publishers, film companies, visitors and others.

The school boards should restore arts education in schools. Educational institutions should promote use of the talents of the elderly in teaching youth.

III. Examining our community and other community models

The beauty of our geographical location has a profound effect on our cultural growth. Inspired by this setting Sedona is now home to artists and people sensitive to the environment and lifestyle. Fostering cultural growth has helped develop our identity.

Sedona's location encouraged cooperation within our community, helped provide for a cohesive cultural experience and inspired us to be a steward for our environment.

Favorable weather permits year-round outdoor activities, including visual and performing arts events in outdoor settings.

Our hospitality industry benefits by using local artists to create cultural programs for ourselves and visitors. Critical however is our difficulty in handling large numbers of people at a time. By coordinating events, we can alleviate congestion, protect and present more of our unique environment to visitors. We need to be realistic about the size and scope of events. Large audiences negatively impact the environment and create traffic and parking havoc. We should encourage environmentally-sensitive public transportation to alleviate traffic, parking congestion and air pollution. Decentralization

of cultural facilities was advocated to encourage movement throughout the community. Parks and recreation planning should be coordinated with other cultural amenities. We must be sure the infrastructure can support our cultural programming.

There is a need for various types and sizes of indoor and outdoor cultural facilities throughout the community, rather than one large multi-purpose complex, to allow for a variety of activities, e.g. an amphitheater, sculpture gardens and walks, and pocket parks. For the creation of art as well as its presentation, art and historical museums, facilities for visiting artists, and conference facilities would include spaces where the public could interact with various art forms. Examples might include: dance steps in concrete, educational information center, sculpture walks, bronze topography, a music walk and a listening area. Existing facilities could also be improved.

Cultural facilities should serve the needs of residents first, but also consider the expectations we would have if we were visitors. We can learn from other communities. Communication is the key to integrating needs and interests of all concerned parties.

Modular facilities such as tents, temporary stages and backdrops may work well for certain events. It is important to address financial needs in successfully developing cultural facilities.

Among the ways we recognize our creative people are award dinners, authors' luncheon featuring local writers, selecting a theme of volunteerism for the St. Patrick's parade, scholarships from the Flagstaff Symphony League to area music students, and inviting people to serve on the boards of non-profit organizations.

Sedona has a plethora of ways in which we utilize creative people:

- Performances sponsored by groups and organizations.
- Using local performing artists for benefits.
- Artists in residence programs in schools.
- Exhibitions at City Hall and other public buildings.
- Encouraging creative people to participate in the Community Plan.
- Maintaining an audio/visual registry of visual and performing artists at City Hall.
- Establishing programs for artists to work with school children.
- Offering a variety of contests such as designing the City logo, Jazz on the Rocks poster contest and the L.E.A.D. school contest.
- Providing teaching opportunities for local artists.
- Local restaurants hiring local performers.
- Providing for non-competitive artists' events.

Among the ways other communities have used the skills of creative people are use of local artists and architects in community developments, including artists on design teams, integrating murals into public buildings and sponsoring community art fairs.

Some dissatisfaction among our local artists was thought to be due to high cost of living in Sedona, and the lack of exhibition and performing space for emerging artists. An Artists Forum to discuss artist's needs might help clarify these issues.

Sedona should be most noted for quality arts presentations in a spectacular setting. The fostering of cultural activities that represent who and what we are should be our focus. Examples include: recognition of our western and native influences, archeological tours, utilizing our environment for creative inspiration, Sedona's reputation as a spiritual and healing arts center, and a film festival drawing upon our history of motion picture production in Sedona. Sedona has already gained national recognition for on-going activities such as Jazz on The Rocks and the Luminarias at Tlaquepaque.

Cultural event planning should be sensitive both to the environment and to residents' desires to maintain Sedona's peaceful small-town character. Quality tourism seeks out heartfelt authenticity in a cultural experience.

A form of cultural packaging such as "a shot of culture" could be two or three events on the same day or days coordinated and sold as a package. Another would be a season (or period of weeks) encompassing several different events. Activities unique to Sedona are preferable.

Economic impact was recognized as the most apparent positive result of programs targeted primarily to visitors. It was also noted that the visitor industry provides audiences for local programs, and encourages us to improve the quality of our programming. Visitors may carry Sedona's environmental awareness back home.

Negative impacts of programs focused on the visitor market include strains on infrastructure and environment. Also, local artists may be tempted to yield to purely commercial demands. Local people may feel excluded from events marketed to visitors.

IV. Achieving Sedona's potential as a cultural center

Quality was the word echoed over and over in discussing types of programs most appropriate to develop and enhance cultural programming for area residents.

Sedona should develop as a cultural education, which might include an arts institute where local and visiting artists can study together and conduct symposiums. Parallel to this would be highlighting opportunities to educate youth in the arts through formal in-school programs and participatory arts experiences outside the classroom.

Sedona also has the potential to become a major retreat site for artists in all disciplines, who could explore new work while sharing their skills and visions with the community. Retreat programs for university and other professional "think tanks", and seminars similar to the Aspen Design Conference would also be appropriate.

Ongoing events and activities are vital to our community and need continued support. We could do a better job of utilizing those resources, including historic resources, and should perhaps turn our attention to these things first.

In addition to individual support, cooperation among institutions and organizations is effective. Other activities mentioned are turning Sedona into a summer home for music, dance and theater.

It was emphatically agreed that a lack of information, awareness and identity of potential leaders is a stumbling block in determining leadership and responsibility. An umbrella organization should take the lead in organizing, funding and implementing programs to develop Sedona as a cultural center. The city logically must develop infrastructure and support this organization. The public needs to be involved at every level and at every stage in the process. Artists and their professional organizations must take a leadership role in this area. Arts service organizations, specifically the Sedona Cultural Center, should also take a lead role in program development and implementation. Formation of a "friends of the arts" organization was suggested to raise funds for designated programs.

The city should play an important but not necessarily leading role in developing and promoting our community as a cultural center. The Arts and Cultural Commission should coordinate between City entities and the public, and must be responsive to all community input. The public sector should pursue ordinances to allow artists to live, work and sell from the same place with appropriate performance standards. The city, through the Arts and Cultural Commission, should play a role in funding cultural programs. Further, the City should support the art in public places program. The panels suggested adoption of a City percent-for-arts ordinance. A "Mayor's Award" for the arts was also suggested.

The counties, non-profit organizations, educational institutions and the business community should work cooperatively towards identifying the needs and setting goals for enhancing our community's cultural reputation. The concerted efforts of all these entities was seen as essential in funding the cultural facilities identified earlier.

Regional planning could help focus on issues and coordinate county-wide projects. The Sedona Cultural Center was specifically mentioned as a non-profit organization capable of taking a lead. Educational institutions could make their facilities more readily available for public use. All of these sectors working together would create a more vital, animated community in which the arts flourish.

A multi-faceted cultural plan is the critical issue to address first. Several issues are worth delineating separately.

The plan should take a realistic look at what we can handle. Part of this would be addressed in a feasibility analysis and numerous facility conceptual plans, and explore the needs of residents and artists, in addition to the needs of organizations.

Acquisition of property for cultural facilities, including park property, would follow from information generated in the planning process. Establishing and prioritizing the needs of a facilities center raised the issue of group egos and personal agendas. It was suggested that differences should be set aside to focus energies and resources.

Experimenting with temporary facilities and sites was seen as an important step in refining requirements prior to committing to buildings and property. Infrastructure improvements will be necessary to moderate impacts of an increase in visitors -- a sewer system, public restrooms, and traffic, parking and transportation improvements, burying

utility lines, bike paths, walkways, parks and green areas. These things would tend to disperse people over broad areas of town.

A direct dial phone system with pre-recorded tapes could allowing visitors to get performance, restaurant, hotel and special event information quickly and easily.

The panels identified several sources of funding for these improvements -- various levels of government and most appropriately user groups and developers. A community foundation can also enhance funding capabilities. Formulas for municipal funding should be recommended to the Sedona Arts commission and City Council by the Sedona Cultural Center.

Grants from Federal and State sources, bond issues on a county or local level, and taxes from a variety of sources typify the public sector funds. Examples could be local bed tax, gasoline tax from State and Federal levels, and sales taxes from local, county and State levels. Users of these improvements should be expected to contribute to their costs.

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**Arts & Culture Workshop Questions Submitted by Citizens Steering Committee
(As of 2-16-12)**

Elemer

What does "a city animated by the arts" mean in terms of specific goals regarding:

1. Sedona's town character?
2. Sedona's tourism and general economy?
3. Sedona's culture and heritage?
4. Sedona's community events?
5. Education of youth and adult residents?

Angela

"How can the Sedona of the future promote our cultural differences, given that there is strength in diversity and strength in reaching out to those who are from different cultural and ethnical backgrounds? How do we encourage our children to learn more about Native Americans, Hispanics, and those from other countries and other continents?" I would like to see the following areas discussed – education/languages/festivals/cooking and food/sports – as ways of achieving cultural harmony and understanding...

What is art...what does it mean to you? And the same for culture.

Jim

Cultural heritage tourism (area history and related sites, local color etc.) is one of the leading attractions for the more upscale type of tourist, who tends to stay longer and spend more – *if* the destination has a good cultural heritage, presents it well and makes it known to the visitors. What might Sedona do to improve income from cultural heritage tourists?

In addition to painting and sculpture, for what other **visual** arts could Sedona gain attention?

How can **performing** arts be improved for the benefit of Sedona residents?

How can Sedona gain a school band, which is a leading performing art and cultural education feature for students in most towns in America?

"Culture" is more than the arts; what other factors contribute to Sedona's culture?

How can the **majority** of Sedona residents benefit more from the new Performing Arts Center which they voted and paid for? How can it be more used by residents (e.g. meetings, local events, programs etc.)?

Should Sedona encourage street performances, e.g. small musical groups, individual musicians or acts? Where might they best be seen?

What, in ***your personal*** view, are Sedona's top two attractions year-round, other than specific events?

Where might be the best locations for "art in public places?"

Who should make decisions and selections on "art in public places?"

Should art in public places be permanent, or have a "sunset" period?

What, in ***your personal*** view, is the one primary audience in Sedona for (a) performing arts, and (b) art in public places – residents, visitors, or (what) others?

JT

What is "Sedona culture" today, and how should it change?

What is the role of the arts in Sedona's tourism industry today, and how should it change?

What is the role of the arts in Sedona's community life today, and how should it change?

How could the arts contribute to a goal of sustainability for Sedona?

Which of the various arts should be getting more exposure/support than they currently get?

How much coordination and mutual support exists today among Sedona's local artists, art retailers, and government bodies; and how should that change?

Judy

- How would you define the culture of Sedona?
- How do you see Food, Wine, Sports, the outdoors, nature and natural beauty fitting into the culture of Sedona?
- Is there a Sedona Cuisine?
- Is there a Sedona style?
- How would you define the "character" of Sedona
- What can the city do to promote the culture of Sedona?
- How should Arts and Cultural offerings in Sedona be funded?
- What is the city's "stake" in the arts in Sedona?
- What affect does the culture of Sedona have on daily life?
- Why do many artists choose to live and work in and around Sedona?
- What draws them to the city?
- What can/should the city do to attract arts and artists to the city?

- Is Sedona a city animated by the arts
- How does culture touch your daily life?
- Where do you go to find Culture?
- How do the retail offerings in Sedona fit into the culture of Sedona?
- Do you shop in Sedona for arts or cultural performances or items? Where do you go for these things in your life?
- How do arts and culture fit into the economy of Sedona?
- What is missing culturally in Sedona?
- Do you "participate", create or attend cultural offerings in Sedona, Which? How?
- In which events have you participated? (Contributed time or money to?)